



**April 2004**

## Calendar Changes

November 27 & 28, 2004 is the new date for the popular **26<sup>th</sup> Annual Arts & Crafts Emporium** at the Egan Center. Call 563-8310 for more information.

June 13, 2004 will be the first annual **Juneau Art 'n Garden Fair** located in the new Marine Park Plaza. For booth space information contact Barbara Belknap, phone 209-8602 or Email [artngarden@gci.net](mailto:artngarden@gci.net). Applications are online at [www.juneauartscouncil.org](http://www.juneauartscouncil.org).

December 4, 11, 18 and 21 are the four Saturdays of **Fairbanks' Winter Solstice Festival**. Contact Guy Douglas, phone 452-8671 or Email [dtams2@gci.net](mailto:dtams2@gci.net) for more information.

July 3, 4 & 5 are dates of new **Copper Valley Arts & Crafts Fair** in Glennallen. Contact Arlene Rosenkrans at 822-5111 or E-mail [arlene.rosenkrans@ak.usda.gov](mailto:arlene.rosenkrans@ak.usda.gov).

## EXPORT?

The Export Council of Alaska and the Alaska Export Assistance Center will host the eighteenth annual Export Alaska Banquet at the Captain Cook Hotel on Thursday, May 20, 2004. Tickets for the event cost \$65 per person and reservations may be made by calling the 271-6237 or by E-mail to [cbecker@mail.doc.gov](mailto:cbecker@mail.doc.gov). Alaska companies may nominate them-selves or other businesses for the Exporter of the Year award. For a nomination application for the Governor's Exporter of the Year Awards, contact Patricia Eckert, Trade Specialist, Office of the Governor, at 269-8118. Due date is by 5 PM on Monday, April 12, 2004. The form is also available online at [http://www.dced.state.ak.us/trade/pub/Exporter\\_Awards\\_04.doc](http://www.dced.state.ak.us/trade/pub/Exporter_Awards_04.doc)

## Kodiak Island Winery Selected As Alaska Manufacturer of Year

**S**almonberry and rhubarb wines are the favorites of Kodiak Island Winery's many customers and devotees that have developed over the winery's five successful years in business. This small winery, located in a scenic setting at mile 36.25 on the Chiniak Highway on Kodiak Island, now produces about 10,000 bottles of high quality wines and champagnes. Their wines are sold in many locations in Kodiak as well as in Anchorage, Juneau, Fairbanks, Homer, Sitka and other Alaska cities. The company's goal is to supply wine to all of Alaska's cities. All wines are hand crafted and bottled by owners John and Judy Lucas.



John and Judy Lucas receive the Manufacturer of the Year Award presented by Debra Milam, president of the Kodiak Chamber of Commerce.

The winery produces seven types of wine and four flavors of champagne, Salmonberry, Blueberry, Strawberry and Rhubarb. The Lucas' grow their own organic rhubarb and local families pick the berries needed for wine production. Inadequate supplies of strawberries and blackberries require their purchase from an organic farmer in Oregon. "Production is now sufficient to allow one to two year aging of some wines that will result in a higher quality product", reports John Lucas. "We have always recommended that our customers let it age for a year or two before drinking, but we know that aging has often not been the case."

The winery is a popular spot for Kodiak weddings. Larger weddings require the use of a tent on the spacious grounds, but the tasting room is sufficient in size to accommodate smaller gatherings. When not in use for weddings the room is a tasting room, art gallery and gift shop that displays and sells many Made In Alaska products, including jams and jellies, quilts, paintings and sculptures. Judy Lucas loves flowers and her fresh flower arrangements add color and pleasing fragrances to the setting.



Kodiak Island Winery's Home in Chiniak offers visitors a spectacular view of the surrounding grounds and ocean.

## MANUFACTURERS OF THE YEAR

Kodiak Island Winery has been selected as the 13<sup>th</sup> Annual Manufacturer of Year (2003) by the Made In Alaska Program. Previous recipients of this prestigious award have been:

2002 — Alaska Sausage and Seafood of Anchorage  
 2001 — Alaska Black Diamond of Princess Island  
 2000 — Fenton Woods of Wasilla  
 1999 — Alaska Mint of Anchorage  
 1998 — Cameron Birch Syrups & Confections of Wasilla  
 1997 — Alaska Canine Cookies, Inc. of Anchorage  
 1996 — Interstate Brands Corporation of Anchorage  
 1995 — The Great Alaska Bowl Company of Fairbanks  
 1994 — Alaska Wild Berry Products of Homer & Anchorage  
 1993 — Marian Boat Works of Anchorage  
 1992 — Alaskan Brewing & Bottling Co. of Juneau  
 1991 — Tesoro Alaska Petroleum of Anchorage



A view of the bay from Kodiak Island Winery's front porch.



John and Judy Lucas received a letter of congratulations from Governor Frank Murkowski, presented by Bill Noll, Deputy Commissioner of the Department of Community & Economic Development.



John Lucas demonstrates the current wine making equipment (left) while Jim Wamberg (right) of the Alaska Manufacturers Association inspects the new stainless steel vessels ready to be installed for use in this year's wine production. Continuous improvement and annual capital investments have been a hallmark of Kodiak Island Winery's success to date and provides insight to their future plans to expand production.



Above — John Lucas demonstrates how the cork is put in each bottle.



Right — John pours Bill Noll and Jim Wamberg a sample of their Salmonberry Wine in the beautiful wine tasting room...a must see...and taste...for anyone traveling to Kodiak Island.



Above — Sign greets guest.

Left — John, Bill and Jim check out the warehouse where great wine is aging.

Below — Made In Alaska products for sale everywhere in the Winery's tasting room.





## WORKSHOPS — 2004 “MARKETING TO ALASKA”

“Marketing to Alaska” was the theme of ten Workshops held throughout the state in late February and early March. “These have been our most well received workshops since we started holding workshops several years ago,” states Bill Webb, Program Manager. This fast paced workshop started with the why’s and how’s of being prepared to market such as building a customer database, rewarding loyal customers, selecting a descriptive company name, and branding your company by use of a logo.



The second section addressed public relations and promotions including press releases, press kits, newsletters, workshops, telephoning, ceremonial events, promotions, sponsorships and joining affiliated groups.



The third segment of the workshop was devoted to using direct mail and printed pieces including post cards, rack cards, brochures, letters, flyers, calendars, posters, catalogues and desktop publishing.

Ending the workshops was a presentation on effective use of electronic and printed media (television, newspaper, radio, magazines) with representatives of the local media adding valuable information for the permit holders and retailers in attendance.



The purpose of these workshops was to encourage permit holders and retailers to take actions that will cause better consumer recognition of their company and products, resulting in increased sales as well as changing their sales mix (trading up) to emphasize their more profitable items.



Due to the tremendous reception and feedback we have received from these presentations, we are considering repeating the same or a modified version of “Marketing to Alaska” next year.



Kodiak was first and included presentation of the Manufacturer of year award.



Jim Wamberg of Alaska Manufacturers Association aided in the presentations.



Bill did a lot of talking in all 10 of the workshops.



Photos from all over Alaska.





# WELCOME NEW

## **Petroglyphs and Pictographs of Alaska**

Catherine Katchur  
Wasilla 376-9441  
ckatchur@gci.net  
Wholesale - Yes  
Permit #5443 for:

Petroglyphs And Pictographs Of Alaska  
On Museum Quality Fossilized Ivory  
Jewelry

## **Needful Things**

Wisteria Ward  
Anchorage 337-8415  
shaypp@corecom.net  
Wholesale - No  
Permit #5444 for:

Hand Blended Natural Products. Lotions,  
Hair Care, Liniments, Soaps, Cleaning  
Products, Therapeutic Essential Oil  
Products, Baby Oils And Powders.

## **PPMA**

Roy Allen  
Anchorage 348-6180  
rfallen@ppmassoc.com  
<http://www.ppmassoc.com>  
Wholesale - No  
Permit #5445 for:  
Process Management Software

## **Tuesday Designs**

Elizabeth Porter  
Juneau  
Wholesale - Yes  
Permit #5446 for:  
Hand Made Jewelry

## **Arctic Fire Studio**

John Harris  
Skagway 983-3766  
arctfist@apralaska.net  
Wholesale - Yes  
Permit #5447 for:  
Ceramic Products

## **Rainwater Designs**

Kirsten Mix  
Ketchikan 723-5728  
kirtu@hotmail.com  
Wholesale - Yes  
Permit #5448 for:  
Handcrafted Beaded Jewelry

## **Khee-Kha Art Products**

Lars Opland  
Wasilla 357-3799  
zdk@mtaonline.net  
Wholesale - Yes  
Permit #5449 for:

Vacu-formed Plastic Model Kits Of Great  
Bush Aircraft Of The Past & Present In  
1/72 Scale. Cast Resin Detail Parts &  
Scale Plans Included.

## **Northwoods Bead Creations**

Paula Grinnell  
Kodiak 486-948  
pgrinnell@gci.net  
Wholesale - No  
Permit #5450 for:  
Beaded Jewelry Containing Walrus Ivory,  
Kobux Valley Jade & Natural Stones &  
Gems

## **Smoked Norwegian Products**

Carl Hanson  
Anchorage 248-6371  
ramper89@msn.com  
Wholesale - No  
Permit #5451 for:  
Leather And Fur Clothing And  
Accessories

## **Stained Glass Studio**

Connie Nesgoda  
Juneau 789-9056  
nesgoda@gci.net  
Wholesale - No  
Permit #5452 for:  
Stained Glass Products

## **Wood Plus**

Jack Hamik  
Homer 235-7628  
<http://www.boatcraftsman.com>  
Wholesale - No  
Permit #5453 for:  
Furniture

## **Arctic Mermaid Mosaics**

Terri Kilborn  
Wasilla 373-8688  
arcticmermaidmosaics@gci.net  
<http://www.arcticmermaidmosaics.com>  
Wholesale - No  
Permit #5454 for:  
Handmade Mosaic Vases, Votives, Picture  
Frames And Mirror Frames

## **Silver Bay Logging Inc.**

Richard Buhler Jr.  
Wrangell 874-4100  
info@sblog.net  
<http://www.sblog.net>  
Wholesale - No  
Permit #5455 for:  
Lumber

## **Sullivans Silk Floral Arrangements**

Joyce Sullivan  
Soldotna 260-1911  
jawrs@gci.net  
Wholesale - No  
Permit #5456 for:  
Christmas Ornaments

## **DosEagles of Alaska**

Elisa Van Meter  
Soldotna 260-8499  
doseagles@gci.net  
Wholesale - No  
Permit #5457 for:  
Handcrafted Alaskan Gifts, Jewelry,  
Suncatchers, Mobiles & Chimes

## **Alaska Design Group**

Philip Raymond  
North Pole 488-8015  
phil@alaskadesigngroup.com  
<http://www.alaskadesigngroup.com>  
Wholesale - Yes  
Permit #5458 for:  
Letters From Santa Mailed From North  
Pole, Alaska  
Permit #5459 for:  
Wooden Boxes, Jewelry Boxes, Fly Boxes  
And Humidors

## **Larkins' Workbench**

Jeffrey O'Neill  
Anchorage 522-1146  
Wholesale - Yes  
Permit #5460 for:  
Graphite/Charcoal Drawings, Prints &  
Greeting Cards  
Permit #5461 for:  
Cribbage Boards, Cutting Boards, Wooden  
Utensils, Various Boxes, Games Boards,  
Wooden Magnet Other Small Woodcrafts





#### **Talon Guide Service**

David Little  
Anchorage 278-3474  
flyfishlisa@msn.com  
<http://www.talonguideservice.com>  
Wholesale - No  
Permit #5462 for:  
Handtied Fishing Flies

#### **Veterans Industries**

John Purkey  
Anchorage 273-4057  
john.purkey@med.va.gov  
<http://www1.va.gov/Vetind/>  
Wholesale - No  
Permit #5463 for:  
Flagboxes, Clocks & Other Woodcrafts

#### **Alaska Sea Grant College Program**

Brian Allee  
Fairbanks 474-6703  
fnsk@uaf.edu  
[www.uaf.edu/seagrant/bookstore/](http://www.uaf.edu/seagrant/bookstore/)  
Wholesale - Yes  
Permit #5464 for:  
Visions of Undersea Alaska: Alaskan Sea  
Grant 2005 Engagement Calendar

#### **White Bear Gallery**

Len White Bear  
Anchorage 346-9637  
white.bear@alaska.net  
Wholesale - No  
Permit #5465 for:  
Masks With Beadwork  
Permit #5466 for:  
Beaded Headdresses

#### **La Suerte Alaska, Inc.**

Jose Balintona Jr.  
Anchorage 349-3346  
sweetjun@alaska.com  
Wholesale - Yes  
Permit #5467 for:  
Ready To Cook Alaska Seafood Products

#### **Alaska Molds**

James Souza  
Anchorage  
<http://www.webshots.com>  
Wholesale - Yes  
Permit #5468 for:  
Native Ceramics

#### **Starbird Studio**

Dennis Treadwell  
Seward 224-8770  
starbirdst@aol.com  
<http://www.starbirdstudio.com>  
Wholesale - Yes  
Permit #5469 for:  
Vinyl Stickers

#### **Grandma's Hope Notes, LLC.**

Nathanael Gregory  
Anchor Point 235-1494  
ghn@grandmashopenotes.com  
<http://www.grandmashopenotes.com>  
Wholesale - Yes  
Permit #5470 for:  
Music  
Permit #5471 for:  
Woodcrafts  
Permit #5472 for:  
Leather Crafts  
Permit #5473 for:  
Fine Art

#### **Eagle Rising Gifts**

Maryann Cox  
Hope 782-3222  
eaglerising@alaska.net  
<http://www.eaglerisingresort.com>  
Wholesale - Yes  
Permit #5474 for:  
Variety Of Beadwork Jewelry & Gift  
Items  
Permit #5475 for:  
Quality Handmade Leather Bags &  
Clothing.

#### **Kodiak Wild Gourmet Seafood**

Joel Chenet  
Kodiak 486-4411  
joel@kodiakgourmet.com  
<http://www.kodiakgourmet.com>  
Wholesale - Yes  
Permit #5476 for:  
Prepared Salmon Dishes

#### **Caribou Creations**

Scott Musgrove  
Aniak 675-4300  
Wholesale - Yes  
Permit #5477 for:  
Jewelry

#### **Commercial Signs & Printing**

Daryl Miller  
Juneau 586-2115  
csp@ak.net  
Wholesale - Yes  
Permit #5478 for:  
Custom Printed Greeting Cards Illustrated  
By Staff Designer

#### **Denali Glass Studio**

Michelle Turk  
Heal 683-4555  
mturk100@hotmail.com  
Wholesale - No  
Permit #5479 for:  
Handmade Stained Glass, Glass Beads,  
Glass Blown Item Such As Vases &  
Glasses

#### **F/V Moondance Wild Alaskan Products**

Bob Bowhay  
Kodiak 486-4594  
moondance\_salmon@yahoo.com  
Wholesale - No  
Permit #5480 for:  
A Quality Red Salmon Product Smoked &  
Regular In A Foil Pouch.

#### **Madness Illusions Glass & Gifts**

Virgina Hunter  
Anchorage 336-6620  
glnhunter@msn.com  
Wholesale - No  
Permit #5481 for:  
Glass Art Beads & Pendants. Also  
Finished Jewelry Pieces.

#### **Possibility Bags**

Lisa Empie  
Tatitlek 325-2386  
Wholesale - No  
Permit #5482 for:  
Fur Leather & Cloth Bags With Beading,  
Fringe & Varying Decoration

#### **Chaparral Physics**

Daniel Osborne  
Fairbanks 474-7107  
Wholesale - Yes  
dosborne@gi.alaska.edu  
<http://www.chaparral.gi.alaska.edu/>  
Permit #5483 for:  
Infrasound Sensors or Infrasound  
Microphones

## Made In Alaska Product Walls — Now In TOK!

The newest Alaska products display will be installed at the Alaska Public Lands Information Center (APLIC) in Tok in May, just in time for the summer's highway travelers. The Tok APLIC is a popular stop for visitors – the center recorded more than 10,000 visitors during the summer of 2003 and more than 11,000 during 2002. And highway travelers make good customers. According to research done in 2001, highway travelers spend more on arts and crafts than cruise ship passengers.



The Tok display will showcase Made in Alaska products available for sale in eastern Alaska – Tok, Delta Junction, Glennallen, Valdez, and surrounding communities. The display will include brochures for travelers to take with them on their journey into Alaska, listing the products in the display and the stores where they're available for purchase.

For a copy of the Alaska Products Display Request – Tok APLIC, call Lisa Conrad in Tok at 883-5667 or Ruth St. Amour in Anchorage at 269-4527.

The Alaska products display at the Egan Center in downtown Anchorage will be updated in mid-May. This display, for products available for sale in Anchorage, is another opportunity to showcase your products to visitors. New products are added every three months. Recent additions include Alaskan Salsa Salmon, Alaska Tok Water, and fine art note cards from Sue Zajac of Copper Center. The Egan Center has a busy year-round schedule of events for both locals and visitors.

For a copy of the Alaska Products Display Request – Egan Center, call Ruth St. Amour at 269-4527 or Judy Hargis at 269-4565.

**Don't Wait — Send Your Product Wall Request In Today For The Summer Season!**

## ANOTHER AWARD WINNING WINE FROM KODIAK

Alaska Wilderness Wines of Kodiak, owned and operated by Lisa and Steve Thomsen, 2001 Wild Rose Wine won the Northwest Wine Summit's Silver Medal and the Denali Award (given for the best wine produced in Alaska). The presentation and award were made in May 2003. The contest is the largest in the Pacific Northwest and is limited to commercially available wines.

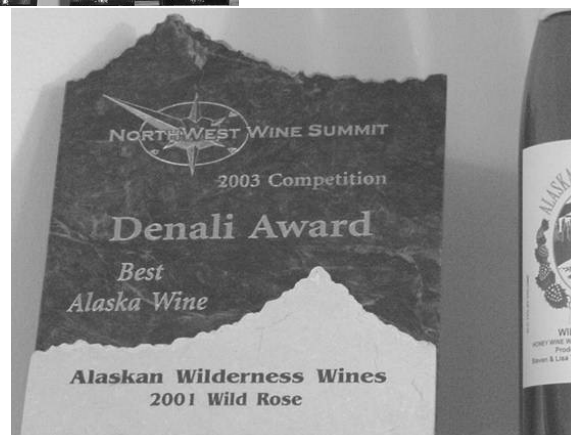
This Kodiak winery has produced award winning wines for the past several years. The Indiana State Fair International Wine Competition (the largest fruit wine and third largest wine competition in the U.S.) gave Silver Medals for Alaska Wilderness Wines' Wild Rose and Blueberry wines and Bronze for their Fireweed wine in 2002. Other awards have been received each year since 1999.

Steve Thomsen reports that they will have wines entered in several competitions this year including the two mentioned above. Alaska's best kept secret is out...

**WE MAKE GREAT WINES!**



Do you have news to share about your Made In Alaska product? Let us know and we will include it a future issue of *Bear Necessities*.



## Who's Calling?

Alaska Export Assistance Center advises about new credit card scams and warns...do not give out account information in response to an e-mail indicating it is from Visa or other credit card companies stating that you have to "reactivate" their accounts due to a "technical security update". The e-mail directs the user to click a link that appears to be the Visa or other credit card Web site, but is actually a mirror image. Entering personal information into that site could result in identity theft. Note that no one from a legitimate credit card company will ever call or e-mail and ask for an account number or other personal information.

## Photos on the Web

A picture is worth a thousand words. How true! Have you sent in a photo to be included with your Made In Alaska web listing? Why not? It's Free! Call Leeann @ 272-5634.

## Alaska Biz Fair 2004

The fourth annual Alaska Biz Fair will be held on Saturday, May 8, 2004 from 8:30 AM to 4:00 PM in the College of Business and Public Policy Building on the UAA Campus.

- Attend a full day of free counseling in many areas that small business need most.
- Talk to representatives of non-profit organizations and government agencies that provide free and low-cost services to businesses and see what they have to offer.
- Attend FREE seminars taught by successful business professionals and educators.

The Alaska Small Business Fair is a cooperative effort between various federal, state and non-profit agencies with the goal to provide an energetic forum where any small business owner or aspiring entrepreneur can obtain information and resources appropriate to their business enterprise. Workshop presenters are members of the business, government and academic communities who have volunteered their time and expertise. Sponsors include the U.S. Small Business Administration, WOMEN\$Fund, Internal Revenue Service, UAA Small Business Development Center, Alaska Department of Labor and Workforce Development, and Community and Economic Development.

For more information E-mail [anjcal@uaa.alaska.edu](mailto:anjcal@uaa.alaska.edu) or contact the Anchorage SBDC, 430 W. 7th Ave., Suite 110, Anchorage, Alaska, 99501-3550, Phone (907) 274-7232 or 1-800-478-7232 or Fax (907) 274-9524.

### Made In Alaska

741 East 13th Avenue, Anchorage, AK 99501-4621  
Phone 272-5634 Fax 272-5635

**Bill Webb, Program Manager**

**Leeann Brewster, Program Administrator**

[madeinalaska@anchoragemarkets.com](mailto:madeinalaska@anchoragemarkets.com)

**<http://www.madeinalaska.org/mia>**



## Free – POINT OF SALE ITEMS POSTERS, TENTS, DECALS

Made In Alaska maintains an inventory of point of sale merchandising items and decals available to permit holders and retailers of all types...just for the asking. These items spruce up your in store or booth displays and bring positive attention to your Made In Alaska certified items. All permit holders benefit when you spread the word...

*"Look for the Label"*

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Mail this form to Made In Alaska, 741 East 13th Avenue,  
Anchorage, AK 99501-4621 or Fax 272-5635

Number Needed	Item
	Decal — 6" x 6", Doors FRONT STICK (new)
	Decal — 6" x 6", Doors BACK STICK
	Decal — 10" x 10" Trucks & Doors
	Look for the Label Tents 3" x 5" folded
	Look for the Label Posters 8" x 10"
	Another Alaskan Product Tent 2" x 3" folded
	Another Alaskan Product flat 3" x 4"
	Another Alaskan Product flat 4" x 9"



## Veterans Industries

A new Made In Alaska permit holder for the manufacture of flag boxes and other wood items is the non-profit group Veterans Industries, part of the Department of Veterans Affairs Homeless Veterans Service. This group provides training and job opportunities for Alaska veterans. There are more veterans currently available to work than the organization's current workload will now accommodate. Therefore, Veterans Industries is now able to offer a low-cost outsourcing arrangement to other Made In Alaska manufacturers. They can supply labor for manufacture, assembly, engraving, packaging and sales of Made In Alaska products. They have a first rate wood shop capable of creating finely constructed wood products and a quality assurance program in place.

For information contact W. Harrison Childers or John Purkey at Veterans Industries, 3001 C Street, Anchorage 99503. Phone 273-4051 or email [William.childers@med.va.gov](mailto:William.childers@med.va.gov) or [John.Purkey@med.va.gov](mailto:John.Purkey@med.va.gov).



Flag boxes made by the craftsmen at Veterans Industries.

## Food Channel Airs Alaska Food Finds

Details as to the time it airs are sketchy at press time, but, we want to alert you that the Food Channel's "Food Finds" Show will air the Alaska segment taped last year will show on April 20, 2004. Check your local cable or satellite guides for the exact time of showing in your city. Alaska Brewing Co., Theobroma Chocolate Company and Birch Boy Syrups will be featured.

## LABEL ORDER FORM

Return this form to Made In Alaska  
741 East 13th Avenue, Anchorage, AK 99501-4621

Permit # \_\_\_\_\_

Name: \_\_\_\_\_

Address \_\_\_\_\_

City/Zip \_\_\_\_\_

**MAKE CHECKS PAYABLE TO  
STATE OF ALASKA**

Roll Labels (Stickers) 1,000 roll	# Rolls or Bags	Cost Roll or Bag	Amount Due \$
Large Black & White		\$15.00	
Large Gold & Black		\$15.00	
Large Silver & Black		\$15.00	
Small Black & White		\$12.50	
Small Gold & Black		\$12.50	
Small Silver & Black		\$12.50	
<b>Woven Cloth Labels Sold 50 Per Bag</b>			
Black		\$12.50	
Red		\$12.50	
Royal Blue		\$12.50	
Navy Blue		\$12.50	
Light Blue		\$12.50	
Light Pink		\$12.50	
Dark Pink		\$12.50	
Purple		\$12.50	
Yellow		\$12.50	
Forest Green		\$12.50	

Total Amount Due With Order \$ \_\_\_\_\_



**Made In Alaska**  
741 East 13th Avenue  
Anchorage, AK 99501-4621

Presorted  
Standard  
U.S. Postage  
**PAID**  
Permit #93  
Anchorage, AK